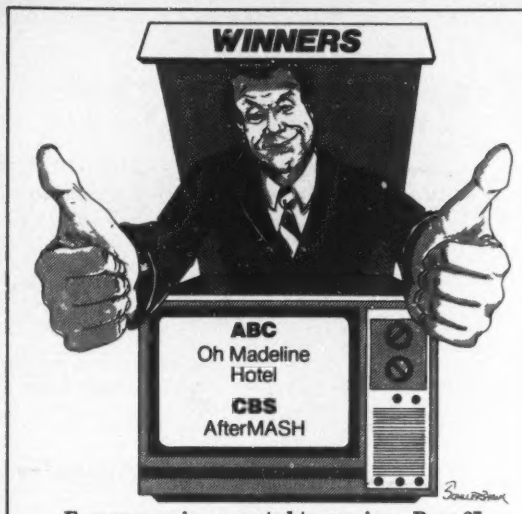

Few new series expected to survive—Page 87

CBS gets nod in close race

'83 - '84 SEASON

By COLBY COATES

As the 1983-84 network tv prime time season kicks off, most of the obvious signs point to a fifth consecutive CBS victory in household ratings.

But if you're looking for some action, take ABC and the points generated by the World Series, a full season of prime time professional football and the ratings momentum of 43½ hours of prime time coverage of the 1984 Winter Olympics.

Understand that ABC could leave its backers twisting in the wind; it has regular series problems that are possibly too severe for its "big play" programing to overcome.

Moreover, third-place NBC continues to draw a bead on ABC's traditional areas of strength—young, urban and upscale viewers.

But with ABC and NBC continually butting heads, CBS' reliance on older, more rural audiences should power it to yet another finish atop the prime time ratings.

The notion of ABC pulling a surprise is not without substantiation.

"If it's a close race, say a half ratings point difference between CBS' and ABC's regular series, those three sports elements could do it for ABC," said Steve Leff, senior vp, Backer & Spielvogel.

However, he hastened to add, "CBS finished last season pulling away from ABC," and "if NBC makes gains, it will primarily be at ABC's expense."

Mr. Leff sees a CBS win.

Paul Schulman, president of the Paul Schulman Co., a Gardner Advertising subsidiary, says projected ratings of only regular series give CBS the

(Continued on Page 87)

Advertising Age

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$1.25 a copy; $50 a year The International Newspaper of Marketing • In Two Sections, Section 1. September 26, 1983

Ralston to budget for opportunity print buys

By JANET NEIMAN

Ralston Purina is instituting a contingency budget for opportunistic magazine buys, and is increasing its print ad budget 50% for the next fiscal year.

The program is designed to take advantage of discounted rates on remnant pages and copy split partnership. Remnant pages are those unfilled by editorial copy or ads, or those left when ads are pulled at the last minute. Copy splits refer to ads run only in some regions of multiregional publications, for which "partner" advertisers must be found to run in the remaining regions. The initiator of the split pays a premium for the ad, while the "partner" does not.

The boost in print spending is occurring partially in conjunction with this new program, according to William Claggett, division vp-director of advertising and marketing services. In calendar 1982, St. Louis-based Ralston spent about $9 million in magazine advertising and about $2.5 million in newspapers.

While most advertisers buy remnant space at a discounted rate to some degree, Ralston has provided to magazines, in advance, "broad parameters" indicating the regions, issue dates and space size for which it would have ads available. The

(Continued on Page 84)

GOT PLAQUE?
FIGHT BACK.
What is plaque?
You may not know it, but you could have plaque. Almost everybody does. Plaque is a sticky, nearly invisible germ film that forms and builds up on your teeth.
But, if you reduce plaque, you can have a cleaner, fresher mouth with less stain and odor.
also kills the germs that can cause plaque buildup.
Reduce plaque buildup by up to 50%.
Clinical evidence shows that with a professional cleaning, regular brushing, and rinsing with Listerine twice a day, you can reduce plaque buildup by up to 50% for a cleaner mouth. And that means better oral hygiene.
How does Listerine fight plaque?
You know Listerine kills the germs that can cause bad breath. Now recent tests prove that it
Make it part of your daily oral hygiene.
So, to reduce plaque, brush thoroughly—at least twice a day is recommended. Floss to remove food particles and plaque between teeth. See your dentist for cleanings and checkups at least twice a year. And use Listerine Antiseptic regularly, twice a day, for better oral hygiene.
Listerine. Helps reduce plaque for better oral hygiene.

Big plaque attack

Listerine ads saying it helps fight plaque have drawn government scrutiny. Print ads are set to break in November magazines. *(See story on Page 81.)*

$120 million in billings to Y&R

Conflict policy key in big Colgate shift

By NANCY GIGES

NEW YORK—In a dramatic twist of the account conflict noose that hangs over multinational ad agencies, Young & Rubicam last week dropped Procter & Gamble, a strict conflict policy enforcer, in order to serve the more flexible P&G rival, Colgate-Palmolive.

To give Y&R $120 million in business worldwide, Colgate engineered perhaps the most sweeping agency realignment in history by dropping Kenyon & Eckhardt in the U.S. and D'Arcy-MacManus & Masius overseas.

The $60 million worth of Procter & Gamble advertising assignments overseas resigned by Y&R remains unassigned.

Just three months ago, Y&R and P&G terminated their relationship in the U.S. and several other countries (AA, June 20). At that point, P&G, a Y&R client since 1949, took $13 million worth of U.S. business from Y&R because the agency was handling the national introduction of Richardson-Vicks' Olay beauty soap. P&G cited "competitive conflict considerations" in splitting with Y&R over Olay.

The P&G policy holds that a conflict exists when an agency handles any product anywhere that might compete with any brand in the P&G division for which the agency works. Olay competes with products in the same P&G division that Y&R handled—bar soaps and household cleaners. Colgate, on the other hand, is more flexible. As a Colgate executive explained it last week, "When there's a real conflict, we have a real problem. But we choose not to dream up a conflict when one doesn't exist." And so Colgate felt free enough to include its Irish Spring bar soap in the account package going to Y&R.

Colgate sees Olay as a cosmetic soap while Irish Spring is a deodorant soap, hence no conflict. Colgate "prefers to consider each situation individually and evaluate it on its own merits," the executive said.

The Colgate action, apart from what it says about account conflict policies, also appears to be the concluding act in a worldwide

(Continued on Page 84)

last minute news

American Tobacco tries deluxe Carlton lines

NEW YORK—In what a competitor describes as "the smartest thing to come out of that company in years," American Brands' American Tobacco soon is to introduce new 6mg tar deluxe regular and menthol versions of Carlton cigarets in stylish packs. Heavy ad and promotion support is expected via Laurence, Charles & Free. American did not return calls.

Ally & Gargano wins Simoniz, Prestone lines

DANBURY, CONN.—Union Carbide has moved $3 million worth of Simoniz and Prestone car care spending to Ally & Gargano, New York, from Burnett, which retains the $5.5 million Prestone antifreeze account.

CBS Publishing mulling new computer magazine

NEW YORK—CBS Publishing's magazine development team (AA, June 6) is awaiting a go-ahead on a computer magazine that probably will appear every other month for home computer users starting after January.

B&W starts test of cigaret pack game contest

LOUISVILLE—Brown & Williamson Tobacco is just beginning to test a game contest via cards on packs of Kool and Viceroy cigarets in Chattanooga and Knoxville, Tenn. Cash prizes: $100,000 down to $5,000. Test

(Continued on Page 8)

Snuggle targets Downy

By NANCY GIGES

NEW YORK—Lever Bros. is moving its Snuggle fabric softener into 17% of the country, supported by advertising spending at a national level of $20 million—an effort to top Procter & Gamble's ad investment in market leader Downy.

Although Lever officials won't admit it publicly, sources report the company has been surprised by the success of the brand (AA, July 4). It has not only captured 25% of the liquid fabric softener market in its Milwaukee test market, but also expanded the category by 11%.

One gauge of how unusual this success is for Lever is the way company executives agonized over the question of whether they would be helping the competition if they went public with word about Snuggle's early success.

Last week, the "go public" advocates won, and the traditionally aloof Lever people took the rare step of talking about marketing plans.

A bear named Snuggle is central to the fabric softener's ad drive.

Introduced into test a year ago, the brand is positioned as offering softness comparable to the leading brand but at a lower price.

The concept originated some five years ago with the Unilever subsidiary in France, where the product is called Cajoline (meaning cuddly); an anthropomorphic teddy bear appears in the commercials. After success there, it later was expanded with similar results into other European markets.

When it was brought to the attention of the U.S. Lever group, marketing executives were interested, "but we thought we could improve upon the concept," said John Speirs, marketing manager.

Basically, the difference here is in the bear's form and personality. The U.S. bear, named Snuggle, was created for Lever by Kermit Love, a designer of sets, costumes and puppets whose work includes Big Bird and other Sesame Street characters.

While the introductory tv spots, which show Snuggle burrowing

(Continued on Page 84)

Sponsors set for Miss America

By JAMES P. FORKAN

NEW YORK—Some marketers of cosmetics and grooming products for black women would love to land an endorsement deal with the first black Miss America—but she can't endorse any brands other than those of the official pageant sponsors.

The provision barring Miss America from promoting "outside"
(Continued on Page 82)

The first black Miss America, Vanessa Williams, is crowned by the outgoing Debra Sue Maffett.

Lorimar will enter sports syndication

By CRAIG REISS

NEW YORK—Petry Sports has dropped its commitment to the $18 million broadcast rights to the Southeastern Conference college basketball games. Waiting to pick up Petry's share is Lorimar Productions, the Hollywood production company that bought Kenyon & Eckhardt last March.

If the deal between Lorimar and Sports Productions Inc., which is the actual rights holder to the SEC games, is concluded this week as expected, it will mark Lorimar's entry into sports syndication.

The move is seen as both a means for Lorimar to expand its enterprises to include the sports programing field and as a strategic step to allow Lorimar to participate in future bids for college football tv rights if the U.S. Supreme Court upholds a lower court decision nullifying existing contracts between the National Collegiate Athletic Assn. and the tv networks.

Russ Potts, president of SPI, said, "It was an amicable parting with Petry. It's not a perfect fit for them. But we are trying to position ourselves for the football rights, and we needed to bring in a financial partner to help us prepare."

That financial clout now is expected to come from Lorimar. Mr. Potts said SPI and Lorimar had "an agreement to agree," but added no contracts had been signed. Lee Rich, president of Lorimar, said discussions with SPI are continuing, but no decision has been made.

The strategy behind the SPI-Lorimar team-
(Continued on Page 86)

Seagram puts brand on imported vodka

By GAY JERVEY

NEW YORK—Seagram—a name more closely associated with Canada than any other foreign land—will bring forth an imported vodka with a decidedly unforeign name and price.

Soon to arrive from the Canadian north country, Seagram's imported vodka will carry a less expensive price tag than has been the category's fashion—circa $6.50 to $7 for a fifth of 80 proof, versus the more elitist price of $11 to $12.50 commanded by such brands as Stolichnaya, Absolut and Finlandia. As such, Seagram Distillers' entry will be competitively priced with Heublein's Smirnoff, which widely is credited with creating vodka's popularity here during the 1970s.

Seagram's newest spirit initially will be available in New Jersey, St. Louis and Denver markets.

The company refuses to disclose the marketing budget, terming it "significant." For their part, the product's distributors seem particularly bullish on the brand and the distilling giant's substantial marketing plans, involving magazine, outdoor and newspaper ads, not to mention a barrage of point-of-purchase and other collateral material the company will provide.

Full-color print ads by Warwick Advertising, based here, will position the brand as ar affordable alternative. "Seagram introduces the imported vodka without the imported price," declares the headline.

Copy goes on to elaborate on the brand's "smooth, velvety" taste, easily identifiable as imported, and calls other imports' prices "often too high."

Seagram's intentions are clear: To cash in not only on its ubiquitous brand name, but also the snowballing popularity of imported vodkas which, until now, have proved too rich for the blood of many who would love to try.

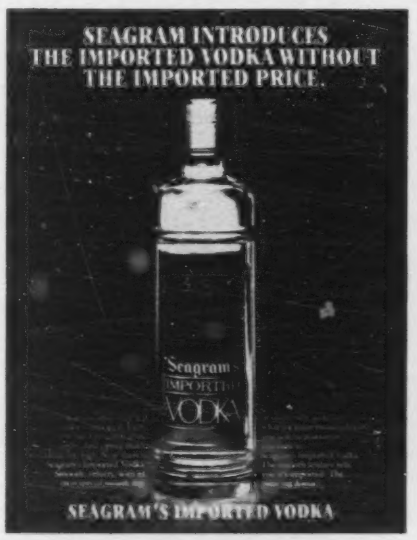
Over the past few years, vodka imports have looked richly alive and adolescent in an otherwise maturing and stagnant market. According to *Market Watch*, published by M. Shanken Communications, New York, total imported vodka sales, monitored by case depletions, catapulted from 505,000 during 1980 to 861,000 last year. *Market Watch* is projecting 1983 total category sales to reach 1 million-plus.

Until now, however, the category has been limited to more tongue-twisting and foreign names; there have been no brand entries with the domestic mass clout of Seagram.

Seagram is entering the market at a time of flux.

Category leader Stolichnaya, distributed in the U.S. by Monsieur Henri Ltd. is suffering at the hands of the recent Soviet destruction of Korean Air Lines flight 007. Several of the controlled states are boycotting the brand, as are many bartenders and retailers.

But even without any imput from the anti-Soviet backlash, Stolichnaya has been under increasing competitive pressure from its most encroaching competitors, Finlandia and Absolut, with 1982 case depletions of 140,000 and 100,000, respectively.#



Price will be a major selling point for Seagram's imported vodka. Ads also tout "smooth texture."

highlights

Monday, September 26, 1983

TV-Cable Week's folding is having its repercussions. *See Page 6.*

Chesebrough-Pond's plans to back its new line of Chunky Garden-style spaghetti sauce with a $22 million ad campaign. *See Page 10.*

Nature's Wonder, a health beverage from Sweden, enters test in the U.S. this month as an entry in what is hoped to be a new-product category: The healthy snack drink. *See Page 10.*

The Washington Post is ready to enter the national publishing field with its *National Weekly Edition*, which has a 30,000 circulation guarantee. *See Page 12.*

3M launches a $10 million ad drive to make its videocassette tape "top-of-mind" in a cluttered, fast-growing market. *See Page 12.*

Levi Strauss & Co. is hoping to fill a niche in the middle range of the market with its new line of maternity apparel. *See Page 14.*

Radio Network Assn. is set to name Mutual's Arthur Kriemelman its first president. *See Page 14.*

A congressional commission has recommended Public Broadcasting Service use "enhanced" on-air credits for program underwriters, but sales messages should remain off limits. *See Page 20.*

Alka-Seltzer has moved its advertising to McCann-Erickson from Wells, Rich, Greene after 13 years. *See Page 20.*

Television Bureau of Advertising is predicting a 16% to 18% increase in network tv ad volume this year. *See Page 24.*

Chrysler's Direct Connection performance parts division has doubled its ad budget as it targets various segments of the racing community. *See Page 26.*

Prince Matchabelli shows sign of recovering and is planning a major new-fragrance launch for 1984. *See Page 30.*

American Honda Motor Co.'s marketing is no longer so simple as it introduces a new line of Civic small cars. *See Page 78.*

CORPORATE CLOSEUP

Miller Brewing Co. is trying to maintain the nation's No. 2 brewer position while sales for its flagship brand Miller High Life continue to slide. *See Page 4.*

INTERNATIONAL

Two German families, the Fassbenders in Viersen and the Bohns in West Berlin, feel differently about tv and express their views on the quality of programing. They represent two contrasting but typical postures toward tv in Germany. *See Page 50.*

The Swiss Consumers Assn. has charged that most mineral waters on the market in Switzerland are overpriced, unhealthy and promoted with false advertising. *See Page 53.*

When McDonald's Corp. opens its first Norwegian outlet in Oslo by the end of November, it will face an unusual marketing obstacle: The many hot dog stands that dot the city's streets. *See Page 54.*

VIDEOTECH

Embassy Telecommunications has put together a barter movie night featuring titles not yet aired by the major networks. It has already cleared tv stations reaching 85% of U.S. viewers. *See Page 60.*

Campbell-Ewald chairman Thomas Adams sees advertising on pay tv as a possible solution to escalating costs for sports rights. *See Page 64.*

MAGAZINE

Financial services are a $6.3 trillion business in the U.S. and are becoming as diverse and numerous as the marketing strategies used to promote them. *See Page M-4.*

Healthcare Marketing: Once considered taboo for healthcare professionals, marketing techniques are now being applied across all segments of the healthcare field—including hospitals. *See Page M-9.*

"Adspeak" is the private language of the advertising world, and it doesn't take much to learn and "run with it." *See Page M-30.*

REGULAR FEATURES

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Vol. 54, No. 41—ADVERTISING AGE (ISSN 0001-8899) is published weekly except semi-weekly the third week in March, the second week in September at 740 Rush Street, Chicago, IL 60611. Second-class postage paid at Chicago and additional mailing offices. Send address changes to ADVERTISING AGE, Circulation Department, 740 Rush Street, Chicago, IL 60611.

Polaroid, Kodak get new ads

By GAY JERVEY

In a significant strategic shift, Polaroid Corp.'s fall advertising campaign not only will stress film advantages more than ever but also take direct, visual aim at conventional photography. Competitor Eastman Kodak is showing a new aggressiveness as well.

Sources indicate that the Polaroid campaign looms as one of the most aggressive in its recent history, both in terms of spending and creative tack.

Increasingly over the past year, the company has charted instant photography's survival on the notion of its intrinsic values—immediate gratification and spontaneous, shared delight. But it has never been as feisty as it now plans to be.

Polaroid would not reveal its planned ad budget, but traditionally the company has spent far more heavily in the fourth quarter in the hope of merry Christmas sales. Last year, the company spent $35 million dollars on cameras and film in a variety of campaigns; nearly 85% of all measured advertising went to network tv.

Polaroid's most recent campaign —begun last spring and themed
(Continued on Page 82)

Computer war gets new entry

By BOB MARICH

Hewlett-Packard Co. has been a technology-driven company, but now its personal computer group is putting marketing into the driver's seat.

The launch of the HP 150 Touch Screen Computer, a business-oriented personal computer, marks the first time a Hewlett-Packard product is introduced with tv advertising. H-P, Palo Alto, Cal., has used tv only for occasional image-building advertising.

The personal computer group will back the Touch Screen Computer with a $7.5 million burst November through January that includes a 10-market spot tv campaign. A year ago, H-P spent $2 million during the same period. J. Walter Thompson USA, San Francisco, is the agency.

"The advertising is a prerequisite to wide retail distribution," said Thomas Darnall, manager-national advertising for the group.

H-P expects to triple its computer retail network to 1,000 outlets in the next few months, he said. The stepped-up advertising is aimed to convince retailers H-P is serious about the personal computer market. The tv spot is built around a caterpillar changing into a butterfly, implying Touch Screen Computer users' productivity likewise will soar.

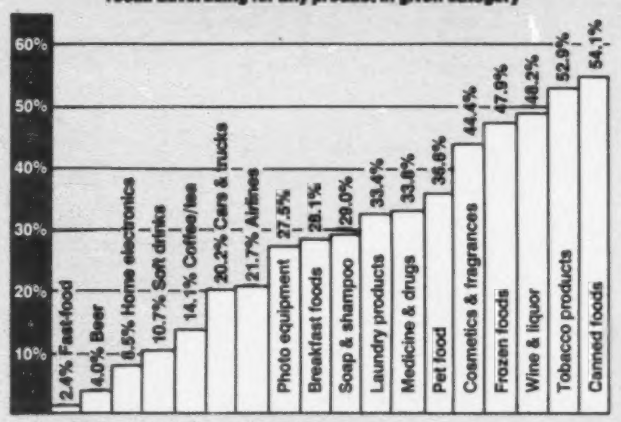
As the name indicates, the Touch Screen Computer can be operated when a user touches various commands displayed on the screen. Invisible beams of light shining across the screen, forming a grid, are the key to the touch feature. When a finger or pencil eraser touches the screen, in effect blocking light beams, commands are entered.

Marketing figured heavily into the computer's design because research indicated that would-be business computer buyers are putting off purchases for fear of computers' complexities.

The computer, which will begin shipping in October, retails for $3,995, including 256 K memory and dual micro floppy discs.#

Advertising 'unawareness'

Percentage of total respondents (1,250) unable to recall advertising for any product in given category



Source: SRI Research Center Inc., Lincoln, Neb.

Ad recall problem just won't let go

By SCOTT HUME

Tv spots for Quaker 100% Natural cereal contrast consumers who can't remember what cereal they had for breakfast with those who had 100% Natural and remember it throughout their day.

Advertising Age's adWatch survey shows that many consumers not only have trouble remembering the names of the brands they buy but also the advertising for any brands in many categories.

The August survey produced few significant changes in recall of advertising in 18 consumer product categories, but showed, as it has every month since the survey began in April, 1982, that in every category some consumers remain unreached by advertising messages despite increasing ad spending.

adWatch

Of the 1,250 consumers asked in August to name the first advertised breakfast cereal brand that came to mind from all the advertising they had seen, heard or read in the previous 30 days, 351 (or 28.1%) said that none came to mind. Not one.

Demographic research may suggest that a media buy will reach a given percentage of a product's target market. But what percentage truly is being reached by a message rather than merely exposed to it?

That certainly isn't a new question for advertisers to ponder. But adWatch figures show it continues to be a problem, in varying degrees, for all consumer product marketers.

The breakfast foods category isn't the most seriously afflicted with advertising "unawareness." More than half the respondents in last month's survey were unable to recall a recently seen, heard or read advertisement for canned foods (54.1%) or tobacco products (52.9%).

Arguably, since the government says less than half the adult population smokes tobacco (and, of course, has banned cigaret spots from

(Continued on Page 70)

Ad drive extends welcome mat

Arby's finally finds strategy

By SCOTT HUME

Atlanta—Arby's finally appears to know where it belongs.

After years and millions of advertising dollars spent positioning itself as an alternative to hamburgers, Arby's is confident about and comfortable with its image, its marketing niche and its agency.

That new-found self-satisfaction will be evident this week when the Royal Crown Cos. unit launches its new network tv campaign.

Themed "Welcome to Arby's, you're right where you belong," each of the two 30-second spots (the first of a projected half-dozen that will be produced) focuses on a take-charge type who ends a group's confusion about where to eat by leading the pack to Arby's.

The song accompanying this trek proclaims, "Welcome to Arby's, you're really going strong, you know where you belong."

The campaign, the first national effort for Arby's from Grey, New York, is the culmination of a corporate reevaluation that signals an end to the 1,250-unit chain's confusion about where it is going.

In the past, Arby's advertising has concentrated on luring customers away from McDonald's, Burger King and Wendy's by positioning Arby's roast-beef-sandwich menu as an alternative to hamburgers.

If the "Welcome to Arby's, you're right where you belong" theme sounds reminiscent of both the "Welcome to Miller time" and "You're Wendy's kind of people" themes, it's not surprising.

The strategy behind the Arby's campaign combines the punchy advertising of the beer and soft-drink companies with the upbeat, adult-oriented positioning that Wendy's always has embraced.

That direction comes from vp-marketing Robert McDowell, who joined Arby's earlier this year after six years in Anheuser-Busch's marketing department.

Mr. McDowell talks about "consumer brand-preference research," "psycho-demographics" and refers to fast-food as a "packaged good."

Such talk, Arby's executives admit, would have been heresy in

(Continued on Page 82)

world news roundup

Schwalbach, W. Germany—Procter & Gamble is about to roll out Head & Shoulders shampoo nationally. It will be backed by a multi-million-dollar ad budget, via Compton, Frankfurt.

London—F.W. Woolworth will soon announce its new U.K. agency. Bidding for the $12 million account, formerly at Allen Brady & Marsh: Foote, Cone & Belding, CDP International and McCann-Erickson.

Mexico City—Uniroyal SA unveiled one of the most expensive commercials ever produced in Mexico. The $340,000 tire commercial, featuring a car dropped from a helicopter, is by Young & Rubicam.

Milan—Buitoni last week moved its $7.5 million pasta account to Ted Bates & Co. from McCann-Erickson and Young & Rubicam.

Vancouver—A&W Food Services of Canada said last week it will spend $1.2 million via Baker Lovick here to launch nationally its root beer, bottled by Coca-Cola Ltd., Toronto.

Toronto—McDonald's of Canada is pulling its McRib sandwich off the menu at most of its 450 restaurants across the nation, follow-

(Continued on Page 50)

One year later, Tylenol faces new challenge

Repackaged in tamper-resistant containers, and backed by heavy advertising and couponing, Tylenol bounced back quickly from the poisoning tragedy and publicity of a year ago.

New analgesic may threaten rebound

By NANCY GIGES

The impromptu crisis management approach that Johnson & Johnson adopted a year ago this week enabled Tylenol, its star performer, to weather an unforeseen disaster better than any well-thought-out plan the company could have developed.

In retrospect, J&J chairman James Burke, said there is probably not much he would do differently in the days that followed the tragic deaths of seven people poisoned by cyanide placed in capsules of Extra-Strength Tylenol.

When the first word of the poisonings reached J&J last Sept. 30, the company stopped advertising; withdrew from the marketplace all Tylenol capsules nationwide, and told American consumers of the situation through cooperation with the media in granting interviews and answering questions. Within two months, the company had begun an aggressive drive to revive the brand.

The plan included newspaper advertising telling consumers how they could exchange any capsules they had in their homes for tablets or a refund. There were tv commercials featuring McNeil Consumer Products' medical director talking about the trust the brand had established over the years and stressing that J&J would do everything possible to reestablish that trust.

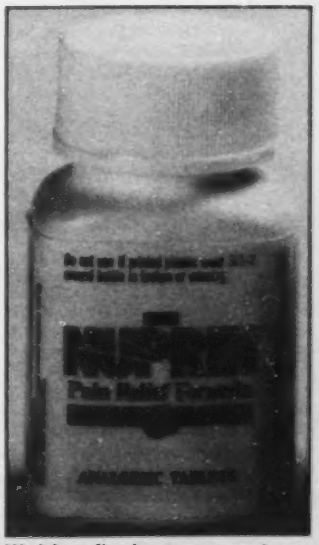
In December, McNeil ran coupons worth $2.50 in newspaper ads. By January, the company was back on the market with capsules repackaged in a triple-sealed tamper-evident container and advertising to announce the introduction.

The cost to J&J of the capsule withdrawal and of lost profits was placed at $50 million after taxes, an amount written off in the fourth quarter of last year. Not included in that figure is the estimated $60 million J&J has been spending this year to advertise Tylenol, a figure probably $20 million more than the company would have spent if the incident had not occurred.

Now, one year later, with Tylenol acetaminophen at about a 30% market share of the $1.2 billion over-the-counter analgesic market, only seven points below its prepoisoning share, the McNeil brand is facing a much different challenge.

The Food & Drug Administration is finalizing approval of a new analgesic for marketing without prescription. That drug, ibuprofen, has

(Continued on Page 77)



Waiting final government approval for over-the-counter sales is Upjohn's Nuprin, one of two new analgesics aiming at Tylenol.

Third World healthcare: Uncultivated market?

By Joi Nunzio

From the moment the pharmaceutical industry learned about Duke University sociologist Dr. Gary Gereffi's new book about drug industry practices in Third World countries, its tension headache No. 9 started coming on again.

The book, "The Pharmaceutical Industry and Dependency in the Third World," took a long, critical look at what multinationals have done—and not done—in advancing healthcare in developing nations, basically calling the performance lousy.

The worst of the charges accused pharmaceuticals of falling short of the needs of the countries and of what local companies are able to do in products, marketing and pricing.

The irony is that the book, published this month by Princeton University Press, came just when the pharmaceuticals gained solid footing in a number of programs to strengthen distribution and marketing in developing nations.

One of the programs the Pharmaceutical Manufacturers Assn. (PMA) is proudest of, the Gambia Project, "redesigned" the Gambian drug distribution system so that people who needed drugs most in the impoverished West African nation were able to get them.

Joi Nunzio is a New York-based free lance writer.

Ten association members—Bristol-Myers Co., Johnson & Johnson, Eli Lilly & Co., Merck Sharp & Dohme division of Merck Inc., Pfizer Inc., Schering-Plough Corp., G.D. Searle Co., SmithKline Beckman Corp., Sterling Drug Co. and Syntex Laboratories—kicked in roughly $17,000 each in financial or product contributions.

Key to the system are 12 regional health centers where locals can go for care.

"Critics said that price was the reason that drugs weren't getting around," says Jay Kingham, PMA's vp-international division. "Our feeling was that the difficulty was delivery: Improve the infrastructure. We believed we could do it without increasing the drug budget."

Enthusiastic about the results of the Gambia project, the PMA is exploring the possibility of replicating the program later on in Sierra Leone, another African nation.

But what does this really mean in terms of the pharmaceuticals' commitment to Third World healthcare? Do they really see it as a growing market crying for attention and on line to get it?

Or are the PMA's and individual company efforts piecemeal and cosmetic, as some critics suggest?

In all honesty—and Mr. Kingham is the first to admit this—most of the developing nations (there are about 130 of them) are destined to remain a small part of the over-all market.

One of the chief reasons U.S. and foreign-based companies back away from them, Mr. Kingham says, is the "whole battery of complicated regulations limiting foreign investment." This was particularly true through the 1970s, when Third World leaders actively encouraged growth of domestic companies.

"Real market potential exists in only a handful of countries," —among them Brazil, India, Mexico, Argentina, Venezuela, Taiwan and South Korea, Mr. Kingham says. Setting these countries apart are the natural resources they found or the commodities they are able to export.

They also have some degree of political stability, which is essential from the pharmaceuticals' view—and which happens infrequently, many executives think.

Today, in total market share, Third World trade in the least developed countries accounts for 5% to 6% in dollar sales in a total $70 billion market, exclusive of the Eastern bloc, according to David West, senior vp of IMS International, a Philadelphia marketing company specializing in pharmaceuticals. He says the U.S. and Canada combined account for about 30% of total business; Western Europe, another 30%; Japan, upwards of 15%; Latin America, less than 10%, and Africa, Asia and Austral-Asia, about 15%.

Does Mr. West see developing nations as commercially attractive? "You can color me a skeptic," he says. "On the plus side, you have the fact that there's unquestionably very large population growth going on and forecasted ahead to the year 2000. So there's going to be a lot of people needing healthcare and pharmaceuticals. The negative side of it is strictly an economic one. Are these people or are the countries on their behalf going to be able to extend medical care to those who need it? I think there is very great doubt about that."

Over-all, it's fair to say many top American and foreign marketers have some Third World presence. Until now much of that was focused, in critics' opinions, on nations such as Mexico, Taiwan, Argentina and South Korea, which can afford Western drugs like anticancer and cardiovascular products.

Even when the marketers ventured into politically and economically less stable places, critics say, it was mainly to serve urban populations, leaving out people on the fringe.

In his research, sociologist Dr. Gereffi found something more damaging in terms of public opinion. He says the three most prevalent diseases in India are filariasis, malaria and dysentery. "Of the 15 leading pharmaceutical products in terms of sales in 1978, not one was used in the treatment of those diseases," he says.

Not surprisingly, market researcher, Mr. West believes the pharmaceutical companies, staffed by executives with "a lot of international experience," show a "high degree of social responsibility and commitment," despite the obstacles and bad publicity.

He believes many companies, including Ciba-Geigy, Hoffman-LaRoche and Merck Sharpe & Dohme, do tropical disease research and others participate in industrywide programs.

"I think they feel a great responsibility to do what they can, and I think they're quite generous in making low-price drugs available to poorer countries," he says.

Yet companies differ in their opinions as to where they should maintain Third World operations, with what drugs and at what prices.

American Cyanamid Co., which has subsidiaries in India, Pakistan and some Latin American nations, isn't working on new drugs for malaria, tuberculosis and parasitic disorders, says Dr. Jan Dlouhy, vp-planning.

The reason: "There are already excellent drugs available for malaria, superb drugs available for tuberculosis—cheap, effective, safe," he says. "If you want to avoid parasitic diseases, all you need is a clear, clean supply of water."

He adds, "If you really want to cure 90% of the diseases in the Third World the drugs and the means are here right now."

Dr. Dlouhy dismisses the drug development issue as a "political football." And while he doesn't think anyone's wasting his time doing research, he doesn't think anyone's spending "that much money on it either."

A different view is apparent at Ciba-Geigy, where staffers are working on a number of programs. Charles Ziegler, vp in the Ardsley, N.Y., office, says one of the programs, Servepharm, produces "about 40 essential drugs, including vitamins. It sells them at a modest price and for a small profit."

The company also developed a drug, Ambilhar, for schistosomiasis (a liver infection spread by worms) and two drugs, Rimactan and Lamprene, specific for leprosy. Working with UNICEF, another Ciba effort involves an oral rehydration salt. It allows the body to absorb 25 times more water and is used on children suffering severe diarrhea. "It has a tremendous impact on survival," says Mr. Ziegler.

Rahway, N.J.-based Merck also has a number of ongoing programs. Among them is research on Chagas' disease, a parastic disorder prevalent in Latin America. The disease causes psychosis and coma.

Another program focuses on onchocerciasis (river blindness), which comes from a worm-like parasite in Africa.

Robert Fluss, executive director for new market development at Merck, says the company "still maintains a presence in Latin America, even though there are some very severe economic problems there."

Privately, a few high-level executives admit that critics played a role in getting them to review their policies in controversial areas. Looking into volatile subjects like overpricing and dumping dangerous drugs on unsuspecting people, most marketers came away feeling they didn't do anything wrong.

Merck's Mr. Fluss voices the sentiments of many when he says: "We have taken a hard look and satisified ourselves that we're not doing anything inappropriate. We are not overstating our claims. We have strict labeling policies."

Unfortunately, good intentions notwithstanding, the bottom line is dollars.

"Let me give you a figure for what the Third World means to Americans in economic terms," says the PMA's Mr. Kingham. "Our American drug companies' return from sales in the Third World, either measured as a percentage of sales or a return on our investment in equity in those countries, is less than half what our return is on sales from the Western world."

Clinical healthcare's top tv spenders

Leading advertisers of clinical healthcare* on local tv stations in the top 75 tv markets

	1982 Spot tv	1981 spot tv	Per cent change
1. Advanced Health Systems (hospitals, multimarket)	$4,707,600	$3,567,700	+32
2. Schick, Inc. (ambulatory care centers and hospitals, multimarket)	3,705,600	4,749,200	−22
3. Comprehensive Care Corp. (hospitals, multimarket)	3,157,400	2,959,000	+7
4. American Dental Council	938,000 (multimarket)	329,400 (L.A. area)	+185
5. Denta Health Dental Clinic (Denver, Phoenix)	421,400	338,300	+25
6. California Dental Service Plan	343,200	280,900	+22
7. South Bay Health Care (San Francisco)	251,600	329,300	−24
8. Brown Arrowhead Clinic (Atlanta)	228,100	227,100	0
9. California Dental Association (multimarket)	224,300		+Inf.
10. American Dental Centers (Cleveland)	201,400	140,700	+43

*"Clinical healthcare" figures in this table include advertising by hospitals, ambulatory care centers, surgical centers, physicians in solo or a medical group practice, dentists, chiropracters, optometrists, nursing groups, home healthcare program, plus any other healthcare professional directly diagnosing and caring for the health conditions of patients. Excluded is advertising for insurance, supplies, diagnostic equipment, over-the-counter or prescription drugs and medical devices.

Source: Television Bureau of Advertising, based on data from Broadcast Advertisers Reports

Coming

Next week Advertising Age Magazine's special report will focus on Marketing to Women.

BUTTONS BADGES EMBLEMS
LOW PRICES
RUSH SERVICE
DEAL DIRECT WITH MANUFACTURER
AD SPECIALTIES
BALLOONS - BUMPER STRIPS - RIBBONS
N. G. SLATER CORP.
220 West 19th Street
New York, N.Y. 10011
(212) 924-3133

Ad recall

(Continued from Page 3)

tv), it is not surprising that a majority of consumers would pay no heed to tobacco advertising.

Yet while a significant percentage of adults drink neither coffee nor tea, only 14.1% of respondents were unable to recall ads for a specific brand in that category.

No advertising for a wine or liquor brand came to mind for nearly half (48.2%) of those polled, but 96% were aware of advertising for at least one beer brand.

Are the differences attributable to the basic level of consumer interest in a product category or the abilities of specific advertisements to capture consumers' attention? AdWatch is a joint project of Advertising Age and SRI Research Center, Lincoln, Neb. Ad awareness is measured by asking a random sample of consumers to name the advertising that first comes to mind of all seen, heard or read during the previous 30 days.

Last month, 1,250 people were questioned by phone from Aug. 1 through Aug. 20. Under adWatch methodology, an increase or decrease of 2.8 percentage points is considered a statistically significant change attributable to more than variations in the sample itself.

One of the two significant changes in rankings last month occured in the **airlines** category, where Eastern Air Lines' ad awareness dropped 4 percentage points to 13.8% of first responses. United Airlines' ad awareness also was down, off 1.4 points to 14.8%, but it moved into the No. 1 position last month for the first time since the December, 1982, survey. American Airlines replaced TWA as No. 3 with a 1.6 point gain to 10.6%.

August is a prime summer vacation month, perhaps helping to explain why only a relatively small 21.7% of the sample could not recall any airline ads last month.

Lipton lost some of the ground it had been gaining in the high-awareness **coffee & tea** category in the past two months. After awareness of its advertising rose 4.5 points in June and another 3 points in July, Lipton dipped 3.9 percentage points in August. With 12.7% of responses in the category, it dropped from the No. 2 to the No. 3 slot, behind Folger's (up slightly to 20.1%) and Maxwell House (up 1 point to 17.6%).

In other categories last month:

- The **fast-food** category registered the highest over-all awareness last month, with 97.6% of respondents able to recall advertising for a specific brand. McDonald's continued to dominate this category as no other single brand in any other category does, although the John Houseman tv spots aired during the month failed to widen Big Mac's lead. Its 45.4% share of first responses was down slightly more than 1 percentage point from the July survey but still far ahead of No. 2 Burger King, whose awareness dipped 2.4 points to 14.4%. No. 3 Wendy's continued to increase awareness. Its 7.9% share of first responses in August represented a nearly 2 percentage-point gain and was its highest since the survey began in April, 1982.
- Only 8.5% of respondents could not recall any advertising for **home electronics** products last month. Atari's ad awareness dropped from 16.8% to 15.7%, but that was still enough to keep it ahead of No. 2 Apple, which gained nearly 2 points to 6.6%. Texas Instruments' 1.1 point gain moved it ahead of General Electric into the No. 3 spot.
- Although more than half the survey could not recall any **tobacco products** advertising last month, the 47.1% who could responded with the names of several brands with nearly equal frequency. Marlboro remained No. 1 with 8.7% of responses and was followed by four other brands less than 2 percentage points apart. Skoal moved from No. 5 to No. 2 as its share rose from 3.1% to 4.5%. Winston followed closely with 4.4%. No. 4 Salem was named by 3%; Camel by 2.7%.
- Purina built upon the 3.2 percentage-point gain it registered in July, rising from 11.4% to 11.9% in August to maintain its No. 1 rank in the **pet foods** category. Alpo remained a strong No. 2 with 8.8% of responses (down 1 point from July). Kal Kan rose two spots to No. 3 with a 1.5 point increase to 4.3%.
- Kodak also built upon its impressive gain in July with another 0.5 point increase to 34.3% of responses in the **cameras & photographic equipment** category. Canon (13%) and Polaroid (6.6%) continued as No. 2 and 3, respectively.
- Coming full circle to the **breakfast foods** category, No. 1 Kellogg broke away a bit from the tightly bunched pack, rising 2 percentage points to an 8.6% share. Total kept pace with a 2-point rise of its own, moving it into the No. 2 spot with 6.9%. Cheerios' 1 point rise to 6.4% kept it No. 3.#

Four A's film tells process of self-rule

New York—The American Assn. of Advertising Agencies is going to consumers with its story of self-regulation in a new 24-minute film narrated by sportscaster Frank Gifford.

Titled "The Advertising Industry: The Case for Self-Regulation," the film explains the process of creating an ad, including a review by the agency attorneys, broadcast network clearance executives and final production.

It also details how the National Advertising Review Board and the National Advertising Division of the Council of Better Business Bureaus are called in if there is a claim against an advertiser.

The film is being offered for rental at $100 or for purchase at $180.

Arrangements can be made through Mary Lord, American Assn. of Advertising Agencies, 666 Third Ave., New York 10017.#

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THE LEADERSHIP NETWORK
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National Review • Technology Review • The New Republic
The New York Review of Books

ADVERTISING AGENCIES

The Office of Real Property of the General Services Administration is planning to award a contract for advertising and public relations services for the sale of surplus Federal real estate to an agency that has regional, national, and international promotional capabilities.

INVITATION TO BID

on the above contract are being issued

September 26, 1983

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Advertising Age

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$1.25 a copy; $50 a year | The International Newspaper of Marketing | October 3, 1983

Siskel and Ebert

'At the commercials'

America's best-known movie critics take a hard look at tv advertising — Magazine

Special Report

Marketing to Women: A look at how the media keep pace

— Page M-9

Expansion plans

Will the Bloomingdale's mystique work on a national scale?

— Page 3

Agency ills

Interpublic fights to reverse its problems in Europe

— International Section

NEWSPAPER

AA
DC2001ACONGLI EMJF M
CONGRESSIONAL INFO SERVICE
SRI ACQUISITIONS
4520 EAST-WEST HWY #800
WASHINGTON DC 20014

New push for public tv ads

By DIANE MERMIGAS

Some major-market public broadcasters and corporate sponsors have joined forces to lobby congressional support for reinstituting limited advertising on public tv.

But another group of underwriters, led by the oil companies, are opposing the idea.

The first of the pro-advertising efforts is a letter mailed late last week to key legislators by the 15 corporate members of the Committee in Support of Selective Advertising on Public TV, requesting action to allow public tv stations the option of continuing to accept limited advertising.

The committee includes Swift & Co., Kraft Inc., Commonwealth Edison, A.C. Nielsen Co., Hallmark Cards, Allstate Insurance, Eastern Air Lines, J. Walter Thompson Co. and Foote, Cone & Belding.

All of the companies participated in the 13-month limited advertising experiment conducted at five public tv outlets that ended in June and netted $3.1 million in revenues for the stations.

"We believe that limited advertising, which would involve such things as clustering of commercials between programs, is an effective way to raise more much-needed funds for public tv without being a detriment to the character of public broadcasting," said Mark Quirk, director of marketing services for Chicago-based Swift.

It is unclear whether the committee will go beyond the letter-writing effort to win congressional support. But it is likely some of its corporate members will engage in individual lobbying.

In any case, they may run up

(Continued on Page 86)

MCI aiming at U.S. mail

By ROBERT RAISSMAN

MCI Communications is taking dead aim on the U.S. Postal Service in a $30 million campaign supporting its new electronic postal service, MCI Mail.

The system will deliver both computer and paper messages anywhere in the U.S. cheaper and faster than any existing delivery service, the Washington-based company said.

It also said its ad campaign marks the first time an electronic-mail service has taken its message directly to individual consumers.

Ally & Gargano, the New York agency that already has done battle with the postal system through its advertising for Federal Express, has created an MCI campaign that makes the comparison between an antique postal system and the high-tech MCI Mail, modestly billed as, "The nation's new postal system."

In one tv commercial, a father and son in a

(Continued on Page 87)

Construction of a new mail system is portrayed in this initial ad promoting MCI Mail.

'Right Stuff' ads not big stuff for Glenn

By JENNIFER PENDLETON

LOS ANGELES—If "The Right Stuff" propels Sen. John Glenn (D., O.) into the White House in 1984, it will not be because the candidate got star billing in the movie's ads.

While the former astronaut has been at the center of prerelease hype for the Warner Bros. film based on Tom Wolfe's best-selling book, Sen. Glenn gets no special treatment in newspaper ads and tv commercials backing its Oct. 21 debut.

"John Glenn is part of an ensemble," Ashley Boone, marketing executive of Ladd Co., producer of the movie, said of the movie's print ads, which will break in Oct. 9. "In no way will he be emphasized."

The ads will feature a sketch of the heads of the seven Mercury astronauts on Mount Rushmore. One corner of the ad will show a drawing of test pilot Chuck Yaeger, portrayed in the book and in the movie as a prime example of someone with "The Right Stuff," walking away from a crashed plane.

The ads will feature quotes from *Time* writer and movie critic Richard Schickel and a general comment about the film from *Newsweek's* Oct. 3 cover story.

Tv commercials will start Oct. 12.

Ladd Co. vp-advertising and publicity Bob Dingilian is quick to point out that the movie has no relationship to the Glenn campaign, nor has Ladd Co. heard from the Glenn forces regarding possible promotional tie-ins.

Sen. Glenn has been reported as having early misgivings about the film, and a spokesman for the presidential campaign stated flatly that there are no plans to use the film as a tool for the Glenn candidacy.

"The senator wasn't connected with the making of the film and won't help promote it," California coordinator Lynn Sadler said. Sen. Glenn said he will not attend the Oct. 16 premiere of the film in Washington.

Still, if the film is successful, as most predict it will be, the Glenn campaign stands to gain. At the very least, it will remind the public of the senator's position as a bona fide American hero.

Sen. Glenn also will benefit from the studio's $6 million advertising campaign for the film and a tv and outdoor advertising drive, which is under way, in support of Bantam Books' movie tie-in reprinting of the book.

Bantam, sensing there would be new interest in the book after the movie's release, issued a movie tie-in edition Aug. 24.

In addition to the studio's newspaper and tv campaign, the studio is promoting "The Right Stuff" with a special promotion aimed at the college market—the traditional movie-going age group and a market that is heavily Democratic and liberal.

"The Right Stuff Sweepstakes," a drawing that is being supported by ads in college newspapers, is offering technology-oriented prizes, such as an Atari "Star Wars" video arcade game, computers and car stereos.

Some opponents said the movie will not have a major impact, noting that the core of the moviegoing audience, 18 to 24 years old, doesn't vote in great numbers.

But other, more candid, observers admit that given the generally positive treatment Sen. Glenn receives in the movie, he is likely to profit by it.

"Unless the actor portraying him [stage actor Ed Harris] is no good, it's got to be a shot in the arm for Glenn," Democratic political analyst Harvey Englander said.#

highlights

Monday, October 3, 1983

Toyota will stick with its old slogan and basic product positioning despite the planned introduction of new products. *See Page 10.*

General Mills is planning to close up to 70 restaurants and specialty stores next year and sell several of its smaller companies. *See Page 12.*

St. Regis Vineyards, a Seagram unit, is introducing a nonalcoholic wine, positioned as an "adult alternative" to the harder stuff. *See Page 14.*

Seagram Distillers is hoping to tap two taste trends, the popularity of cream liqueurs and the growing penchant for chocolate, with its new cream liqueur—Belle Bonne. *See Page 14.*

Saatchi & Saatchi is going public in the U.S. by offering new stock for over-the-counter sale. *See Page 20.*

Security software is being pitched to executives by an ad inspired by teen agers who invade databases. *See Page 24.*

Ford Motor Co. plans either to produce or import a small Japanese car by 1986. *See Page 28.*

Alexander Grant & Co. is poking fun at accountants who are the target of some test ads for its new accounting software system. *See Page 30.*

Joseph Giarraputo leaves *Venture* after a struggle, to join Viare Publishing. *See Page 35.*

Avon Products, still having difficulties with its domestic rep business, remains optimistic about its future. *See Page 35.*

Westin Hotels has launched a new international ad campaign promoting its upscale, quality image. *See Page 36.*

Major boat marketers, following the best summer selling season in years, are increasing both their presence and ad spending. *See Page 40.*

The often fractious competition between the *Trenton* (N.J.) *Times* and its crosstown rival, the *Trentonian*, is getting even nastier as suits and countersuits are filed. *See Page 46.*

Cover photo by Skrebneski.

CORPORATE CLOSEUP

Saab has positioned itself to move into the mainstream of American import car buying, and it's working. *See Page 4.*

INTERNATIONAL

Interpublic Group of Cos. has bought a minority share of U.K. agency Lowe & Howard-Spink and merged it with troubled Wasey Campbell-Ewald, London. *See Page 52.*

Procter & Gamble has decided to launch Head & Shoulders antidandruff shampoo nationally in the German market either later this month or next. *See Page 52.*

General Mills of Canada will launch new Pro-Stars breakfast cereal into three Canadian test markets this month, using hockey star Wayne Gretzky as spokesman. *See Page 56.*

VIDEOTECH

The tv networks have given firm production commitments to 17 backup series which will replace casualties of the new season's ratings. *See Page 68.*

Blair Video Enterprises has big plans for first-run syndication series. *See Page 68.*

MAGAZINE

Gene Siskel and Roger Ebert, stars of the nationally syndicated tv show "At the Movies" and film critics of the *Chicago Tribune* and the *Chicago Sun-Times*, respectively, take a step away from the movies to review and rate a selection of tv spots. *See Page M-4.*

Marketing to Women: As mirrors of American culture, the media strive to keep up with the changing views of women in society. *See Page M-9.*

The latest in Bart Cummings' series of Benevolent Dictators' interviews with advertising executives features Jack Tinker, an art director who made it to the top of agency management. *See Page M-42.*

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Vol. 54, No. 42—ADVERTISING AGE (ISSN 0001-8899) is published weekly except semi-weekly the third week in March, the second week in September at 740 Rush Street, Chicago, IL 60611. Second-class postage paid at Chicago and additional mailing offices. Send address changes to ADVERTISING AGE, Circulation Department, 740 Rush Street, Chicago, IL 60611.

CBS hints fall series rejuggling

NEW YORK—CBS executives admit they are uneasy about the advantages ABC and NBC have garnered going into the new prime time tv season.

But Harvey Shephard, senior vp-programing at CBS Entertainment, will give shows in trouble spots like Sunday, Tuesday and Wednesday at 8 p.m. (ET) four to five weeks to prove themselves. Moves to strengthen CBS' schedule will come before the November ratings sweeps.

Depending on the performance of CBS' series season premieres Oct. 2, Mr. Shephard said the network may decide to throw increased promotions behind some of its Sunday shows.

"ABC already is going into the new season with the Olympics and the World Series, and now it seems to have established a hit on Sunday night with 'Hardcastle & McCormick,'" Mr. Shephard said.

"At this point all we can do is hope that audiences come back to our established shows and that it is just a short-term thing."

In its second time out Sept. 25, "Hardcastle & McCormick" garnered a 20.7 rating/33 share against the opening hour of the Emmy Awards on NBC and an

(Continued on Page 86)